

**DOCKET NO.:** \*\*OO-0071  
**Application No.:** 10/072,471  
**Office Action Dated:** May 18, 2007

**PATENT**  
**REPLY FILED UNDER EXPEDITED**  
**PROCEDURE PURSUANT TO**  
**37 CFR § 1.114**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

**Charles Eric Hunter, Bernard L. Ballou,  
Jr., Kelly C. Sparks and John H.  
Hebrank**

Confirmation No.: **3041**

Application No.: **10/072,471**

Group Art Unit: **2623**

Filing Date: **February 7, 2002**

Examiner: **Annan Q. Shang**

For: **SYSTEMS AND METHODS FOR PROVIDING CONSUMERS WITH  
ENTERTAINMENT CONTENT AND ASSOCIATED PERIODICALLY  
UPDATED ADVERTISING**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**SUBMISSION PURSUANT TO 37 CFR § 1.114**

In response to the Official Action dated **May 18, 2007**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page \_\_\_\_\_ of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 8 of this paper.